

1 of 8

10/28/2012 11:02 AM
FAX 1 504 710712101

DATE 08/11/77

Showing Buylines: All Lines

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C30N06
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

NO SPOTS CAN AIR PAST 12N ON 11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	W,F	TODAY	9A-10A	:30	10/31-11/02	2	\$180.00	2
Rating: 1.3								
Buyline Comment: 1/DAY								
3	M-TU	TODAY	9A-10A	:30	11/05-11/06	2	\$180.00	2
Rating: 1.3								
Buyline Comment: 1/DAY								
5	TU-TH	RACHAEL RAY	10A-11A	:30	10/30-11/01	3	\$140.00	3
Rating: 1.5								
Buyline Comment: 1/DAY								
8	M-TU	RACHAEL RAY	10A-11A	:30	11/05-11/06	2	\$140.00	2
Rating: 1.5								
Buyline Comment: 1/DAY								
10	W,F	STUDIO 5	11A-12P	:30	10/31-11/02	2	\$150.00	2
Rating: 1.1								
Buyline Comment: 1/DAY								
12	M-TU	STUDIO 5	11A-12P	:30	11/05-11/06	2	\$150.00	2
Rating: 1.1								
Buyline Comment: 1/DAY								

Rep Order#	7907048
EC'd	Yes

Ver# 16 Status Returned

Traffic Order# 25151

Printed:

10/29/2012 1:51 PM

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Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C30N06
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
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In	Day	Program
14	TU-W	NEWS @ NOON
Rating: 2.1		

Buyline Comment: 1/DAY

16 M NEWS @ NOON
Rating: 2-1

17 W-F DAYS OF OUR LIVES
Rating: 1.1

Buyline Comment: 1/DAY

20 M DAYS OF OUR LIVES
Rating: 1.1

21 TU-TH DR PHIL
Rating: 1.1
Buyline Comment: 1/DAY

24 M
Rating: 1.1

25 SU
Rating: 1.7

26 SU MUSIC & SPOKEN
Rating: 5-A

27 SU
Rating: 4.3

28 TU-TH KATIE
Rating: 2.0
Buyline Comment: 1/DAY

Time	Len	Dates	Spots/Week	Rate	Total Spots
12P-1P	:30	10/30-10/31	2	\$200.00	2
12P-1P	:30	11/05-11/05	1	\$200.00	1
2P-3P	:30	10/31-11/02	3	\$160.00	3
2P-3P	:30	11/05-11/05	1	\$160.00	1
3P-4P	:30	10/30-11/01	3	\$115.00	3
3P-4P	:30	11/05-11/05	1	\$115.00	1
9A-930A	:30	11/04-11/04	1	\$100.00	1
930A-10A	:30	11/04-11/04	1	\$175.00	1
10A-1030A	:30	11/04-11/04	1	\$20.00	1
4P-5P	:30	10/30-11/01	3	\$140.00	3

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Printed: 10/29/2012 1:51 PM 5 of 8

Last Received: 10/29/2012 11:08 AM

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Product LOVE/CD4/R
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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
73	M	TONIGHT SHOW	1035P-1135P	:30	11/05-11/05	1	\$425.00	1
Rating: 4.2								
74	W-TH	LATE NIGHT	1135P-1235A	:30	10/31-11/01	2	\$300.00	2
Rating: 1.9								
76	M	LATE NIGHT	1135P-1235A	:30	11/05-11/05	1	\$300.00	1
Rating: 1.9								
77	SA	SPORTSBEAT	1035P-1105P	:30	11/03-11/03	1	\$300.00	1
Rating: 2.8								
78	TU-W,F	10 P NEWS	10P-1035P	:30	10/30-11/02	3	\$2,000.00	3
Rating: 7.3								
81	M	10 P NEWS	10P-1035P	:30	11/05-11/05	1	\$2,000.00	1
Rating: 7.3								
82	SA	10 P NEWS	10P-1035P	:30	11/03-11/03	1	\$1,100.00	1
Rating: 5.6								
83	SU	NEWS	10P-1035P	:30	11/04-11/04	1	\$2,000.00	1
Rating: 7.3								
84	F	NEWS	530P-7P	:30	11/02-11/02	1	\$475.00	1
Rating: 2.4								
85	SA	GAME NIGHT LIVE	530P-7P	:30	11/03-11/03	0	\$60.00	0
Rating: 2.9								
86	M	REVOLUTION	9P-10P	:30	11/05-11/05	1	\$2,500.00	1
Rating: 4.3								

Buyline Comment: 1/DAY

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
87	TU	THE VOICE	7P-8P	:30	10/30-10/30	1	\$3,500.00	1
Rating: 5.3								
88	W	CHICAGO FIRE	9P-10P	:30	10/31-10/31	1	\$1,400.00	1
Rating: 6.1								
89	F	GO ON/GUYS W KIDS	7P-8P	:30	11/02-11/02	1	\$1,000.00	1
Rating: 5.8								
90	SU	SUNDAY NIGHT FB	615P-930P	:30	11/04-11/04	1	\$3,000.00	1
Rating: 5.7								
91	M	THE VOICE	7P-9P	:30	11/05-11/05	1	\$3,500.00	1
92	TU,TH-F	NEWS	5P-530P	:30	10/30-11/02	1	\$1,150.00	1
93	TH	30 ROCK/UP ALL NIGHT	7P-8P	:30	11/01-11/01	1	\$1,500.00	1
94	W	ANIMAL PR/GUY	7P-8P	:30	10/31-10/31	1	\$1,800.00	1
95	SU	BYU COACHES	1105P-1130P	:30	11/04-11/04	1	\$120.00	1
96	F	DATELINE	9P-10P	:30	11/02-11/02	1	\$1,500.00	1
97	SA	ENCORES	7P-8P	:30	11/03-11/03	1	\$400.00	1
98	SA	ENCORES	9P-10P	:30	11/03-11/03	1	\$550.00	1
99	SU	FB NIGHT	5P-615P	:30	11/04-11/04	1	\$700.00	1
100	TU	GO ON	8P-9P	:30	10/30-10/30	1	\$3,200.00	1
101	F	GRIMM	8P-9P	:30	11/02-11/02	1	\$2,300.00	1

Station KSL-TV SALT LAKE CITY Agency () SMART MEDIA GROUP Rep Firm () WASHINGTON
 Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () JAMIE ANDRUS
 Product LOVE/CD4/R ALEXANDRIA, VA 22314 Salesperson ()
 Estimate# C30N06 Agency C/P1/P2/E LOVE/ORDR/C30N06 Salesperson Phone# 202-872-1155
 Buyer Patricia Dome Flight Dates 10/30/2012 - 11/06/2012 Salesperson FAX#
 Phone# Hiatus Weeks
 Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
118	M-TU	TODAY	9A-10A	:30	11/05-11/06	2	\$180.00	2
119	W-F	TODAY 3 Buyline Comment: 1/DAY	1P-2P	:30	10/31-11/02	3	\$140.00	3
120	M	TODAY 3	1P-2P	:30	11/05-11/05	1	\$140.00	1
121	F	TONIGHT SHOW	1035P-1135P	:30	11/02-11/02	1	\$425.00	1
122	SA	ENCORES	8P-9P	:30	11/03-11/03	1	\$450.00	1

--REPORT TOTALS--
 Report Totals: 127 / \$80,435.00

--SALES MONTHLY TOTALS--
 Nov 12: 127 / \$80,435.00
 Sales Totals: 127 / \$80,435.00
 Station Totals: 127 / \$80,435.00
 Lines not sent/rcld/rtxn: 0 / \$0.00

--COMPETITIVE--
 Market Totals \$402,175
 CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
 KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
 Demos RA35+